

### REMARKS

Favorable reconsideration of the application is respectfully requested in light of the amendments and remarks herein.

Upon entry of this amendment, claims 1-13, 15, and 17-24 will be pending. By this amendment claims 14 and 16 have been canceled; claims 1-6 and 8 have been amended; and claims 21-24 have been added. No new matter has been added.

#### § 102 Rejection of Claims 1-17 and 19-20

In Section 6 of the Office Action, the Examiner has rejected claims 1-17 and 19-20 under 35 U.S.C. §102(e) as being anticipated by Hoyle (U.S. Patent No. 6,141,010). This rejection is respectfully traversed.

In the Background section of the Specification, it was disclosed that “in the above-described banner advertisement, since an image file and an HTML file including information indicating a real linked location are stored as separate files, it can be done relatively easily to associate a linked location other than a linked location which is originally associated with the image file with the image file by properly defining a description of an HTML file referring the image file. Thus, the image file may be illegally used.” *Background of the Specification, page 3, line 21 to page 4, line4*. Thus, the Background highlights the problem associated with having an image file containing image data separate from the link to the image data such as a URL. This configuration can lead to unauthorized/illegal redirecting of the image to another link/site.

To solve this problem, embodiments of the present invention include recording media, where the image data and other related data, such as a link to the image data, are

stored/recorded/embedded in a same image file. For example, the structure of a computer readable recording medium in claim 1, as presented herein, includes:

an image file, including *data used to display an image*, recorded on a computer readable recording medium “wherein at least one of identification information inherent to the image file, pointers of one or a plurality of information, an index of a menu item corresponding to the image file, and an entity of a predetermined program is recorded in said image file.”

*Claim 1 (emphasis added)*

Therefore, the recording medium of claim 1 includes an image file comprising the image data and other related data used to reference the image data. Thus, this configuration substantially prevents unauthorized/illegal redirecting of the image to another link/site.

Although Hoyle discloses having a database of image files and associated link information, the configuration of this database is substantially similar to the conventional configuration of banner database where the image file containing image data is separate from the link to the image data.

Based on the foregoing discussion, it is maintained that Hoyle fails to teach or suggest having an image file, including data used to display an image, recorded on a computer readable recording medium, wherein at least one of identification information inherent to the image file, pointers of one or a plurality of information, an index of a menu item corresponding to the image file, and an entity of a predetermined program is recorded in the image file. Therefore, claim 1 should be allowable over Hoyle. Furthermore, since independent claims 2-4, 6, and 8 closely parallel and include substantially similar limitations as independent claim 1, claims 2-4, 6, and 8 should also be allowable over Hoyle. Since claims 5 and 7 depend from claims 1, 2, 3, or 4, and 9-13, 15, and 17-20 depend from claim 8, claims 5, 7, 9-13, 15, and 17-20 should also be

allowable over Hoyle. Claims 14 and 16 have been canceled.

Accordingly, it is submitted that the Examiner's rejection of claims 1-17 and 19-20 based upon 35 U.S.C. §102(e) has been overcome by the present remarks and withdrawal thereof is respectfully requested.

#### § 103 Rejection of Claim 18

In Section 7 of the Office Action, the Examiner has rejected claim 18 under 35 U.S.C. §103(a) as being unpatentable over Hoyle in view of Shaw *et al.* (U.S. Patent No. 5,809,242; hereinafter referred to as "Shaw").

In view of the above discussion regarding claim 8, and since claim 18 depends from claim 8, claim 8 should be allowable over Hoyle. Further, since Shaw is indicated as teaching displaying view selection tabs, claim 8 should be allowable over the combination of Hoyle and Shaw.

Accordingly, it is submitted that the Examiner's rejection of claim 8 based upon 35 U.S.C. §103(a) has been overcome by the present remarks and withdrawal thereof is respectfully requested.

#### Newly-added Claims 21-24

In view of the above discussion regarding claims 1-4, and since claims 21-24 depend from claims 1-4, respectively, claims 21-24 should be allowable over Hoyle. Further, since Shaw is indicated as teaching displaying view selection tabs, claims 21-24 should be allowable over the combination of Hoyle and Shaw.

Conclusion

In view of the foregoing, entry of this amendment, and the allowance of this application with claims 1-13, 15, and 17-24 are respectfully solicited.

In regard to the claims amended herein and throughout the prosecution of this application, it is submitted that these claims, as originally presented, are patentably distinct over the prior art of record, and that these claims were in full compliance with the requirements of 35 U.S.C. §112. Changes that have been made to these claims were not made for the purpose of patentability within the meaning of 35 U.S.C. §§101, 102, 103 or 112. Rather, these changes were made simply for clarification and to round out the scope of protection to which Applicant is entitled.

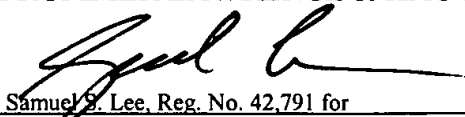
In the event that additional cooperation in this case may be helpful to complete its prosecution, the Examiner is cordially invited to contact Applicant's representative at the telephone number written below.

The Commissioner is hereby authorized to charge any insufficient fees or credit any overpayment associated with the above-identified application to Deposit Account 50-0320.

Respectfully submitted,

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Attachments